



# New York Thoroughbred Breeders, Inc.

57 Phila Street, 2<sup>nd</sup> Floor, Saratoga Springs, NY 12866

(518) 587-0777 ■ Fax: (518) 587-1551

E-mail: [info@nytbreeders.org](mailto:info@nytbreeders.org) ■ [www.nytbreeders.org](http://www.nytbreeders.org)

## NYTB PROMOTIONAL REPORT JANUARY, FEBRUARY, MARCH & APRIL 2013

### New York Stallion Register



NYTB published the 2013 New York Stallion Register. The New York Stallion Register print edition utilized the same page layout and format as is used in The Blood-Horse Stallion Register. The industry's top breeders have praised the concise format and statistical information displayed. An online directory included the same key data as the print but will be updated daily with information from The Jockey Club databases. The same downloadable reports, cumulative list of top performers and online search comparisons of statistics found on StallionRegister.com will also be available for participants on the NYTB website.

The New York Stallion Register was distributed to every association member and subscriber in the New York area ensuring that the New York stallions receive maximum exposure.

### STALLION REGISTER

#### Stallion Spotlight

[Dublin](#)  
GRADE 1 WINNER OF THE SIRE-MAKING HOPEFUL STAKES 117 on Experimental at Two Classic Contender at Three

Click on the photo for more information.

#### Search Stallions

Station

Farm

Stud Fee

Entered Stud

#### Free TrueNicks Hypomating for NY Stallions!

Sire

Dam

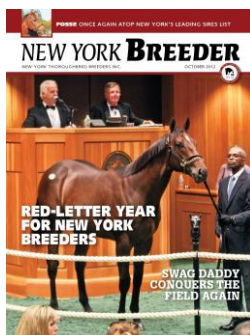
#### New York Sire Lists

- [Leading Sires](#)
- [Leading Broodmare Sires](#)
- [Leading First Crop Sires](#)
- [Leading Second Crop Sires](#)
- [Leading Third Crop Sires](#)
- [Leading Sires of Two-Year-Olds](#)

#### Leading Sires by Sales Average

- [Yearlings](#)
- [Yearlings](#)
- [Broodmares](#)
- [Two-Year-Olds](#)
- [Yearlings + "Short" Yearlings](#)

### NY Breeder Magazine



NYTB continued its largest direct promotional tool that the New York Breeding program via print and electronic media in the January, February, March and April issues of the *New York Breeder*. Issues were distributed across the country, to promote the NY program regionally and nationally up to 21,000 recipients. The distribution of the magazine includes national tracks, auction houses, breed associations and industry businesses.

## E-Newsletters

NYTB published a regular weekly electronic newsletter discussing relevant topics to NY breeders and industry participants. The eNewsletter has grown to over 4500 recipients. This electronic communication tool has allowed NYTB to send New York Breeders information that is timely, relevant, and geared to areas of their greatest interest and concern.

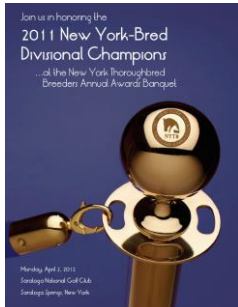
[www.nytbreeders.org](http://www.nytbreeders.org)

Nytbreeders.org is the promotional website of the New York Thoroughbred Breeders, which hosts THE WIRE, **nytbreeders.org** is a one-stop source for: comprehensive coverage of: **NY breeding, racing, sales, and industry news, Entries & Results by Breeder, NY-Bred Winners in NY** with photos and awards earnings, **National Daily Results, Stakes Victories, Stallion Registry, Stallion Standings, Auction Hips and Auction Results.**

NYTB has continued to supply original published content pertaining to a wide variety of NY-bred news. Over the months of January through April, NYTB published over 50 articles pertaining to New York breeding, sales and racing. Additionally over those weeks, NYTB purchased and displayed over 200 win photos of NY-breds at Aqueduct, provided 5-cross pedigrees for each of those winners, racing charts and over 200 video race replays of every NY-bred winner. Furthermore, [www.nytbreeders.org](http://www.nytbreeders.org) displayed results for every NY-bred racing across the country in addition to entries for every NY breeder.



## NY-Bred Divisional Awards Ceremony



New York turf writers, handicappers and others have voted for the winners of each division, and all winners and their connections were honored at NYTB's Annual Awards Banquet on the evening of April 15, 2013 at the Saratoga National Golf Club in Saratoga Springs, New York.

NYTB's Annual Awards Banquet is always our breeder's marquee event. It began with cocktails, hors d'oeuvres and an exquisite dinner. Then, the New York breeding and racing community united in re-living the excitement of the best racetrack performances from 2012 by New York-breds before the announcement of the winners in each division. Co-hosts for this year's Awards Banquet were Jason Blewett, handicapper and racing analyst for the New York Racing Association, and former leading New York jockey Richard Migliore, who now serves as a NYRA broadcast analyst and racing office associate.

## New York Farm Bureau Equine Committee Agricultural Alliance

NYTB continued its membership as a strategic alliance member of the equine committee at the New York State Farm Bureau. In this capacity NYTB will be promoting the equine industry and agricultural via the Farm Bureau's platforms across the state with promotional brochures and messaging vital to industry participants.

NYTB has sponsored the Equine page of the New York State Farm Bureau's annual calendar. The calendar will be distributed to New York State high schools agricultural programs.

## Saratoga County Foundation Saratoga 150 – Founding Member



Saratoga will celebrate the 150th Anniversary of Saratoga Race Course in 2013. The 2013 celebration is not only a day, a week, or a month, but a celebration beginning in May and continuing through September. Over sixty-four local non-profit organizations are involved in sponsoring events ranging from duathlons and symphonies to Shakespeare and rock concerts.

NYTB has contributed to Saratoga 150 as a founding member. NY breeding events in 2013 will be included into the celebration of the anniversary attracting new participants and guest from around the world.

## TAKE2: Invest in Second Careers for Racehorses



The New York Thoroughbred Horsemen's Association (NYTHA), the New York Racing Association (NYRA) and New York Thoroughbred Breeders (NYTB) initiative to develop second career opportunities for retired Thoroughbreds is growing and continuing forward in 2013 nationally.

Dubbed TAKE2, the program simultaneously creates new avenues for Thoroughbreds after their racing days are over, and expands the demand for the breed in the horse show world. As part of the TAKE2 program, NYTHA, NYRA and NYTB will co-sponsor Thoroughbred-only divisions for hunters and jumpers at Skidmore College Saratoga Classic Horse Show (\$12,000 June 11-23) and HITS Saugerties (May 22-June 9) in 2013. The AA-rated horse shows will be held in New York State.

Additionally, a website has been developed for the TAKE2 program: <http://www.take2tbreds.com/>

## NYTB Scholarship

NYTB has distributed its 2013 scholarship package to all New York State equine collegiate programs. The scholarship will recognized a student who is currently enrolled in an equine-related undergraduate course of study at an accredited college or university in New York State. The scholarship will be worth \$5,000 and was distributed at NYRA's College Day in Saratoga.